

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6394592

CLASS: NATL. LOCAL REGIONAL

FRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 11.34

REP: NEW ORDER  
 TTL \$208,725 @105X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

440-413,570

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$600.00	11/2	11/2	1		FRI	1
PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 1274												
2			1000A-1030A	30		\$275.00	11/2	11/2	1		FRI	1
PROGRAM : DAYTIME CON COM1: DAYTIME												
3			1000P-1100P	30		10000.00	11/2	11/2	1		FRI	1
PROGRAM : DATELINE FR-NBC CON COM1: DATELINE FR-NBC												

9/16/05

OCT24/12 11.34  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	11/2	11/2	1		FRI	1
5			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	11/2	11/2	1		FRI	1
6			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	11/2	11/2	1		FRI	1
7			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/2	11/2	1		FRI	1
8			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$750.00	11/2	11/2	1		FRI	1
9			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,130.00	11/2	11/2	1		FRI	1
10			500A-530A PROGRAM : NC8 TODAY@5AM CON COM1: NC8 TODAY@5AM	30		\$300.00	11/2	11/2	1		FRI	1
11			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	11/2	11/2	1		FRI	1
12			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$550.00	11/2	11/2	1		FRI	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/2	11/2	1		FRI	1
14			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/2	11/2	1		FRI	1
15			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/2	11/2	1		FRI	1
16			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	11/2	11/2	1		FRI	1
17			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NWS</i>	30		\$2,200.00	11/2	11/2	1		FRI	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/2	11/2	1		FRI	1
19			730P-800P PROGRAM : EXTRA <i>CT</i> CON COM1: EXTRA <i>CT</i>	30		\$2,200.00	11/2	11/2	1		FRI	1
20			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/2	11/2	1		FRI	1
21			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	11/5	11/5	1		MON	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE# :	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:
22			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	11/5	11/5	1		MON	1
23			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	11/5	11/5	1		MON	1
24			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	11/5	11/5	1		MON	1
25			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/5	11/5	1		MON	1
26			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	11/5	11/5	1		MON	1
27			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/5	11/5	1		MON	1
28			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/5	11/5	1		MON	1
29			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/5	11/5	1		MON	1
30			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/5	11/5	1		MON	1

RFP HEADLINE# 6354592  
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REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM RFP

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
31			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/5	11/5	1		MON	1
32			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/5	11/5	1		MON	1
33			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/5	11/5	1		MON	1
34			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/5	11/5	1		MON	1
35			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/5	11/5	1		MON	1
36			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/5	11/5	1		MON	1
37			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	1		MON	1
38			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/5	11/5	1		MON	1
39			800P-1000P PROGRAM : THE VOICE CON COM1: THE VOICE	30		15000.00	11/5	11/5	1		MON	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/5	11/5	1		MON	1
41			1130P-101A PROGRAM : SAT NITE LIVE< CON COM1: SAT NITE LIVE<	30		\$2,650.00	11/3	11/3	1		SAT	1
42			600P-630P PROGRAM : NEWS CON COM1: NEWS	30		\$1,500.00	11/3	11/3	1		SAT	1
43			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$7,000.00	11/3	11/3	1		SAT	1
44			700A-900A PROGRAM : THE TODAY SHOW - SATURDAY CON COM1: THE TODAY SHOW - SATURDAY	30		\$1,000.00	11/3	11/3	1		SAT	1
45			900A-1000A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$600.00	11/3	11/3	1		SAT	1
46			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$6,500.00	11/4	11/4	1		SUN	1
47			600P-630P PROGRAM : NEWSCH8-6 SUN CON COM1: NEWSCH8-6 SUN	30		\$1,600.00	11/4	11/4	1		SUN	1
48			630P-700P PROGRAM : NAC-NWS SUN CON COM1: NBC-NWS SUN	30		\$8,000.00	11/4	11/4	1		SUN	1

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49			800P-1100P	30		\$4,500.00	11/4	11/4	1		SUN	1
PROGRAM : AMERICA'S GOT TALENT (REPEAT)												
CON COM1: AMERICA'S GOT TALENT (REPEAT)												
50			800A-900A	30		\$1,160.00	11/4	11/4	1		SUN	1
PROGRAM : SUN TODAY-NBC												
CON COM1: SUN TODAY-NBC												
51			815P-1130P	30		28000.00	11/4	11/4	1		SUN	1
PROGRAM : NBC SUN-FTBL<												
CON COM1: NBC SUN-FTBL<												
52			900A-1000A	30		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NWSCH8 SUN-AM												
CON COM1: NWSCH8 SUN-AM												
53			100P-200P	30		\$600.00	11/1	11/1	1		THU	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
54			1000A-1030A	30		\$275.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
55			1030A-1100A	30		\$250.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
56			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @11PM												
CON COM1: NEWS CHANNEL 8 @11PM												
57			1200N-100P	30		\$400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/1	11/1	1		THU	1
59			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/1	11/1	1		THU	1
60			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/1	11/1	1		THU	1
61			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/1	11/1	1		THU	1
62			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/1	11/1	1		THU	1
63			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/1	11/1	1		THU	1
64			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/1	11/1	1		THU	1
65			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/1	11/1	1		THU	1
66			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/1	11/1	1		THU	1



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LINE#	REP	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/1	11/1	1		THU	1
68			730P-800P PROGRAM : <del>EXTRA</del> ET CON COM1: <del>EXTRA</del>	30		\$2,200.00	11/1	11/1	1		THU	1
69			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/1	11/1	1		THU	1
70			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/30	10/30	1		TUE	1
71			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/30	10/30	1		TUE	1
72			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/30	10/30	1		TUE	1
73			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/30	10/30	1		TUE	1
74			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/30	10/30	1		TUE	1
75			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/30	10/30	1		TUE	1

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76			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/30	10/30	1		TUE	1
77			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/30	10/30	1		TUE	1
78			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/30	10/30	1		TUE	1
79			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/30	10/30	1		TUE	1
80			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/30	10/30	1		TUE	1
81			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/30	10/30	1		TUE	1
82			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/30	10/30	1		TUE	1
83			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NEWS</i>	30		\$2,200.00	10/30	10/30	1		TUE	1
84			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/30	10/30	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	10/30	10/30	1		TUE	1
86			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/30	10/30	1		TUE	1
87			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/31	10/31	1		WED	1
88			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/31	10/31	1		WED	1
89			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/31	10/31	1		WED	1
90			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,300.00	10/31	10/31	1		WED	1
91			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/31	10/31	1		WED	1
92			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/31	10/31	1		WED	1
93			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$750.00	10/31	10/31	1		WED	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	PAGE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
94			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/31	10/31	1		WED	1
95			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/31	10/31	1		WED	1
96			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/31	10/31	1		WED	1
97			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/31	10/31	1		WED	1
98			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/31	10/31	1		WED	1
99			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/31	10/31	1		WED	1
100			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/31	10/31	1		WED	1
101			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	10/31	10/31	1		WED	1
102			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/31	10/31	1		WED	1

NEWS

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103			700A-900A	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
104			730P-800P	30		\$2,200.00	10/31	10/31	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
105			900A-1000A	30		\$1,050.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
NOV/12 208725.00											CONTRACT TOTAL 208725.00	
											TOTAL SPOTS 105	

MARKET TOTALS \$938,160 WFLA 22% WFTS 20% WTSP 32% WTVT 16% WTOG 2% WTTA 1% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 817 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1		1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots	1		1	10000
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1		1	250
5	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1		1	1300
6	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1		1	400
7	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots	1		1	450
8	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1		1	750
9	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1		1	1130
Weekly Totals:					Total Spots(Ord Spots)	82	20	102	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 817 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
11	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
12	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
13	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
14	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots	1	1	2600
15	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots	1	1	1500
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1	1	7000
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
19	M-F 730p Entertainment Tonight ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11/27/1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots	1	1	1050
21	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots	1	1	600
22	M-F 10a News M.....	02	275	30 Comme	Nbr of Spots	1	1	275
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots	1	1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
26	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots	1	1	400
27	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots	1	1	750
29	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
30	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
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Original

Client: American Crossroads/ Issue  
Buyer: American Crossroads/ Issue  
Schedule Dates: 10/29/12 to 11/11/12  
Est./PO Number: 06394592  
Associated Copies: No  
Submission Cost: 195725  
Client/Product/Estimate: 11/27/1274  
Weeks: 2  
Contract type: Political  
Campaign Ref: E:063945920  
Sales Rep: HRP Washington, DC  
Order Ref: 06394592  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
32	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme	Nbr of Spots	1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night Live M.....	01	2650	30 Comme	Nbr of Spots	1	1	2650
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11 127 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
42	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	1	1	1000
43	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
44	Sun 10a Meet The Press .....S	01	6500	30 Comme	Nbr of Spots	1	1	6500
45	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1	1600
46	Sun 630p ET / 530p CT NBC Nightly News .....S	01	8000	30 Comme	Nbr of Spots	1	1	8000
47	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	01	28000	30 Comme	Nbr of Spots	1	1	28000
49	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
50	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
51	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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Buyer:	..	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
53	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
54	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots	1	1	400
55	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots	1	1	750
57	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots	1	1	1130
58	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots	1	1	300
59	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
60	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots	1	1	550
61	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
62	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots	1	1	2600
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est/PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 7p News ..T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
64	M-F 7a Today Show ..T....	01	2000	30 Comme	Nbr of Spots	1	1	2000
65	M-F 730p Entertainment Tonight ..T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
66	M-F 9a Today Show II ..T....	01	1050	30 Comme	Nbr of Spots	1	1	1050
67	M-F 1p Days Of Our Lives ..T....	02	600	30 Comme	Nbr of Spots	1	1	600
68	M-F 10a News ..T....	02	275	30 Comme	Nbr of Spots	1	1	275
69	M-F 1030a Extra ..T....	02	250	30 Comme	Nbr of Spots	1	1	250
70	M-Su 11p News ..T....	01	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 12p Today Show III ..T....	01	400	30 Comme	Nbr of Spots	1	1	400
72	M-F 2p Rachael Ray ..T....	02	450	30 Comme	Nbr of Spots	1	1	450
73	M-F 3p Doctors ..T....	02	750	30 Comme	Nbr of Spots	1	1	750
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 4p Dr Oz .T....	01	1130	30 Comme	Nbr of Spots	1	1	1130
75	M-F 5a News .T....	01	300	30 Comme	Nbr of Spots	1	1	300
76	M-F 5p News .T....	01	1700	30 Comme	Nbr of Spots	1	1	1700
77	M-F 530a News .T....	01	550	30 Comme	Nbr of Spots	1	1	550
78	M-F 530p News .T....	01	1700	30 Comme	Nbr of Spots	1	1	1700
79	M-F 6p News .T....	01	2600	30 Comme	Nbr of Spots	1	1	2600
80	M-F 7p News .T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
81	M-F 7a Today Show .T....	01	2000	30 Comme	Nbr of Spots	1	1	2000
82	M-F 730p Entertainment Tonight .T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
83	M-F 9a Today Show II .T....	01	1050	30 Comme	Nbr of Spots	1	1	1050
84	M-F 1p Days Of Our Lives .W....	02	600	30 Comme	Nbr of Spots	1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 10a News ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
86	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
87	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots 1		1	1300
88	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots 1		1	400
89	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots 1		1	450
90	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots 1		1	750
91	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots 1		1	1130
92	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
93	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
94	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots 1		1	550
95	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
96	M-F 6p News ..W....	01	2600	30 Comme	Nbr of Spots	1	1	2600
97	M-F 6a News ..W....	01	1500	30 Comme	Nbr of Spots	1	1	1500
98	M-F 630p ET / 530p CT NBC Nightly News ..W....	01	7000	30 Comme	Nbr of Spots	1	1	7000
99	M-F 7p News ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
100	M-F 7a Today Show ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
101	M-F 730p Entertainment Tonight ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
102	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Grand Totals				Month 11 Weeks: 4	
Totals		10/29	11/05		
Spots	102	82	20		
Cost	195725	157270	38455		

Grand Totals:

Spots: 102

Gross Total: 195,725.00

Commission: 29,358.75

Net Total: 166,366.25